ORDER

Orders Order / Rev: 37244

Alt Order #:

08863936

Product Desc:

Issue

Estimate:

1771

Flight Dates: Original Date / Rev: 09/11/12 - 09/24/12 09/12/12 / 09/13/12

Order Type:

GENERAL

KLAS

Primary AE:

Mike Jones

Sales Office: Sales Region: K-WAS National

Agency

Name:

Great American Media

Buying Contact:

Billing Contact:

1010 Wisconsin Avenue NW

Washington, DC 20007

Billing Calendar: Billing Cycle:

Billing Type:

Agency Commission:

Broadcast EOM/EOC

00:10:00

15%

Cash

Advertiser

Name:

Priority:

DSCC

Demographic: Product Codes: A35+

PO4

LV1

AGY, POL, ISS Revenue Codes:

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date End Date # Spots Gross Amount Net Amount 08/27/12 09/24/12 47 \$67,900.00 \$57,715.00 **Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	47	\$67,900.00	\$57,715.00	0.00
Totals	47	\$67,900.00	\$57,715.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region Start Date / End Date		Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$67,900.00
Market	100%	\$226,333.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$56,583.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$11,316.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 8	09/18/12	09/21/12	8 News Now 6a N		6-7a	-TWTF	:30	1	\$900.00LV1	0.00 NM	1	\$900.00
			8 News Now 6a I	M-F								
8 NEW	S NOW A	T 6A										
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	17/12	09/23/12	-TWTF	1	\$900.00	0.00						
E 2 8	09/18/12	09/21/12	CBS This Morning	g 7-9a CM	7-9a	-TWTF	:30	1	\$800.00LV1	0.00 NM	1	\$800.00
			CBS This Mornin	ng								

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09/11/12 - 09/24/12

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Ln Ch Start End CBS THIS MORNING	Inventory Code Brea	k Start/En	d Time Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	Weekdays Spots/Wee	<u>k Rate</u> 1 \$800.00	Rating 0.00						
E 3 8 09/22/12 09/22/12	•	5-7a	S-	:30	1	\$500.00LV1	0.00 NM	1	\$500.00
CBS THIS MORNING SATU	CBS Early Show - Sat. JRDAY								
<u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	Weekdays Spots/Wee	<u>k Rate</u> 1 \$500.00	Rating 0.00						
E 4 8 09/18/12 09/24/12	Live w/Kelly CM Live With Regis & Kelly	9-10a	MTWTF	:30	2	\$750.00LV1	0.00 NM	2	\$1,500.00
LIVE! WITH KELLY <u>Start Date</u> <u>End Date</u> Week: 09/18/12 09/24/12	Weekdays Spots/Wee	<u>k Rate</u> 2 \$750.00	Rating 0.00						
E 5 8 09/18/12 09/24/12		12-1230p	MTWTF	:30		\$750.00LV1	0.00 NM	2	\$1,500.00
	8 News Now Noon M-F					• • • • • • • • • • • • • • • • • • • •			
8 NEWS NOW AT NOON Start Date End Date	Weekdays Spots/Wee	k Rate	Rating						
Week: 09/18/12 09/24/12		2 \$750.00							
E 7 8 09/18/12 09/24/12	Ellen CM Ellen	3-4p	MTWTF	:30	4	\$900.00LV2	0.00 NM	4	\$3,600.00
ELLEN <u>Start Date</u> <u>End Date</u> Week: 09/18/12 09/24/12	Weekdays Spots/Wee	<u>k Rate</u> 4 \$900.00	Rating 0.00						
E 8 8 09/16/12 09/23/12		530-6p	S	:30	1	\$550.00LV1	0.00 NM	2	\$1,100.00
INSIDE EDITION	Inside Edition Wknd								
Start Date End Date	Weekdays Spots/Wee	<u>k Rate</u>	Rating						
Week: 09/10/12 09/16/12		1 \$550.00 1 \$550.00							
Week: 09/17/12 09/23/12 E 9 8 09/18/12 09/24/12		4-5p	MTWTF	:30	4	\$1,100.00LV1	0.00 NM	4	\$4,400.00
	8 News Now 4p M-F	·							
8 NEWS NOW AT 4PM & 4 Start Date End Date	SUPM <u>Weekdays</u> <u>Spots/Wee</u>	<u>k Rate</u>	Rating						
Week: 09/18/12 09/24/12		4 \$1,100.00							
E 10 8 09/24/12 09/24/12 8 NEWS NOW ROTATION	8 News Now 5-630p M-FCM 8 News Now 5-630p M-F	5-630p	М	:30	2	\$1,300.00LV1	0.00 NM	2	\$2,600.00
Start Date End Date	Weekdays Spots/Wee	k Rate	Rating						
Week: 09/18/12 09/24/12		2 \$1,300.00	0.00						
E 11 8 09/16/12 09/16/12	8 News Now Sun 5-7p CM 8 News Now Sun 5-7p	5-7p (5:00 PM-5	S	:30	1	\$2,500.00LV1	0.00 NM	1	\$2,500.00
8 NEWS NOW AT 5PM-SU		(0.001 101 0	7.00 1 111)						
<u>Start Date</u> <u>End Date</u> Week: 09/10/12 09/16/12	Weekdays Spots/Wee	<u>k Rate</u> 1 \$2,500.00							
	-	art/End Time	<u>v</u>			ngth Rate	Rtg Type		
	8 News Now Sun 5-7p 5-7	' p	(5:00 PM-5:30 P-	Su	I	:30 (\$2,500.00)	0.00 <i>NM</i>		
See MG 11.2 2 8 09/16/12-09/16/12 8	3 News Now Sun 5-7p 43	0-5p	(4:30 PM-5:00 P-	Su	ı	:30 \$2,500.00	0.00 NM		
MG for 11.1 09/16 aired in program ordere	·	- op	(,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			V =1000.00			
E 12 8 09/23/12 09/23/12	8 News Now Sun 5-7p CM	5-7p	s	:30	1	\$2,500.00LV1	0.00 NM	1	\$2,500.00
8 NEWS NOW AT 630PM-S	8 News Now Sun 5-7p SUN	(6:30 PM-7	(:UU PM)						
Start Date End Date	Weekdays Spots/Wee								
Week: 09/17/12 09/23/12 E 13 8 09/24/12 09/24/12	S 8 News Now 11p M-F CM	1 \$2,500.00 11-1135p	0.00 M	:30	1	\$1,900.00LV1	0.00 NM	1	\$1,900.00
	8 News Now 11p M-F	11-1100P	1-1	.00	•	Ţ.,000.00E41	U.UU 14141	•	#1,000.00
8 NEWS NOW AT 11PM Start Date End Date	Weekdays Spots/Wee	<u>k Rate</u>	Rating						
Week: 09/18/12 09/24/12		1 \$1,900.00							
E 14 8 09/15/12 09/23/12	CM	11-1135P	SS	:30	2	\$900.00LV1	0.00 NM	4	\$3,600.00

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Flight Dates: 09/11/12 - 09/24/12

09/17/12 09/17/12

09/14/12 09/21/12

End Date

09/23/12

Start Date

Week: 09/17/12

N 28

N 29

Mon 10-11p

Hawaii Five-O

Weekdays

M----

CM

CM

Spots/Week

10-11p

1\$10,000.00

8-9p

Rate

M----

----F--

Rating

0.00

:30

:30

1\$10,000,00LV1

1 \$7.875.00LV1

0.00 NM

0.00 NM

\$10,000.00

\$15,750.00

Estimate: 1771

Ln Ch Start End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 8 News Now 11p Sa/Su 8 News Now Sa/Su 11p Weekdays Rating Start Date **End Date** Spots/Week Rate ----SS Week: 09/10/12 09/16/12 2 \$900.00 0.00 Week: 09/17/12 09/23/12 ----SS \$900.00 0.00 \$3,750.00 \$750.00LV1 0.00 NM 5 09/18/12 09/24/12 CM 1135p-1237a MTWTF--:30 E 15 8 Letterman (11:35 PM-12:37 XM) Letterman LATE SHOW W/LETTERMAN Spots/Week Rating Start Date End Date Weekdays Rate MTWTF--09/24/12 \$750.00 0.00 Week: 09/18/12 5 09/24/12 09/24/12 1237a-137a :30 \$350.00LV1 0.00 NM \$350.00 E 16 8 Craig Ferguson CM Craig Ferguson (12:37 XM-1:37 XM) LATE LATE SHOW Start Date **End Date** Weekdays Spots/Week Rating Rate M----Week: 09/18/12 09/24/12 \$350.00 0.00 ----ss \$3,000.00 09/15/12 09/22/12 ACC Football CM :30 \$750.00LV1 0.00 NM E 17 8 930a-12n **ACC Football** (9:00 AM-12:30 PM) **CBS COLLEGE FTBL-EARLY GAME** Start Date **End Date** Weekdays Spots/Week Rate Rating 09/16/12 ----5-2 \$750.00 0.00 Week: 09/10/12 ----S-\$750.00 09/23/12 2 0.00 Week: 09/17/12 E 21 09/17/12 09/17/12 8 News Now 6a M-F CM 6-7a M-----:30 \$900.00LV1 0.00 NM \$900.00 8 News Now 6a M-F **8 NEWS NOW AT 6A** Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/14/12 09/20/12 M----\$900.00 0.00 09/17/12 09/17/12 CBS This Morning 7-9a CM 7-9a :30 \$800.00LV1 0.00 NM 1 \$800.00 F 22 M----**CBS This Morning CBS THIS MORNING** Start Date End Date **Weekdays** Spots/Week Rating Rate 0.00 \$800.00 Week: 09/14/12 09/20/12 Ellen E 23 8 09/17/12 09/17/12 CM 3-4p :30 \$900.00LV1 0.00 NM 1 \$900.00 Ellen **ELLEN** Spots/Week Rating **Start Date End Date** Weekdays Rate Week: 09/14/12 09/20/12 M----\$900.00 0.00 5-630p M---F--:30 2 \$1,300.00LV1 0.00 NM 2 \$2,600.00 E 24 09/14/12 09/17/12 8 News Now 5-630p M-FCM 8 News Now 5-630p M-F **8 NEWS NOW ROTATION** Rating Start Date End Date Weekdays Spots/Week Rate M---F--0.00 Week: 09/14/12 09/20/12 \$1,300.00 8 09/14/12 09/14/12 Letterman CM 1135p-1237a ---F--:30 \$750.00LV1 0.00 NM \$750.00 Letterman LATE SHOW W/LETTERMAN Weekdays Spots/Week Rate Rating ----F--0.00 Week: 09/14/12 09/20/12 \$750.00 09/24/12 09/24/12 8 News Now 6a M-F :30 \$900.00LV1 0.00 NM \$900.00 N 26 6-7a M----1 8 News Now 6a M-F 8 NEWS NOW AT 6A Spots/Week Rating Start Date **End Date** <u>Weekdays</u> Rate M----\$900.00 0.00 09/30/12 Week: 09/24/12 09/24/12 09/24/12 CBS This Morning 7-9a CM M----:30 \$800.00LV1 0.00 NM \$800.00 8 **CBS This Morning CBS THIS MORNING** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 M----\$800.00 0.00

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Ln (Ch	Start	End	Inventory Code	Break	Start/End	I Time Days	Len Spots	Rate Pri	Rtg Type Spots	Amount
				Fri 8-9p Undercover Boss	i					_	
	Start	<u>Date</u>	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating				
We	ek: 09/10)/12	09/16/12	F	1	\$7,875.00	0.00				
We	ek: 09/17	/12	09/23/12	F	1	\$7,875.00	0.00				

Totals 47 \$67,900.00